



Fox Corporation is a leading media entertainment corporation that specializes in News, TV and Sports.



A single view of the customer



Confidence the data is accurate across tools



More than 680 unique integrations



Thousands of engineering hours saved



Millions in cost savings

Challenge

Data at Fox was fragmented and siloed across different business units and tools. In order to standardize data, Fox needed a centralized source of truth to eliminate data mistrust.

Solution

Fox turned to Segment Connections, Warehouse, and Protocols to collect and standardize data across BUs into one platform. Segment provided centralized data control to achieve Fox's strategic business goals.

Outcome

With Segment, Fox has achieved one single source of truth, thereby maintaining and improving data consistency and trust across the business.